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ORGANIZATIONAL OVERVIEW

Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. Today, FARSB is the primary food source for over 250 local nonprofit organizations, distributing over two million pounds of food monthly to emergency food pantries, soup kitchens, high-need elementary schools, senior centers, after-school programs, and more.

With the help of these community partners, they make up the largest hunger-relief organization serving Riverside and San Bernardino Counties, ultimately making food security a reality for over 1.2 million people every year.

MISSION STATEMENT

Our mission is to alleviate hunger in the Inland Empire. We envision a community where everyone has access to an adequate and nutritious food supply.

THE INLAND EMPIRE

We feed Riverside and San Bernardino Counties, an area best known as "the Inland Empire" or "I.E." The I.E. is located east of Los Angeles and is home to major cities including:

- Riverside
- San Bernardino
- Fontana
- Colton
- Barstow
- Moreno Valley
- Ontario
- Victorville
- and more!
# Fiscal Year 2021-2022

## Facts & Figures

<table>
<thead>
<tr>
<th>5</th>
<th>98%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SERVED PER $1 DONATED</td>
<td>OF EACH DONATION DIRECTLY FED FAMILIES</td>
<td>OF DONATIONS STAYED IN THE INLAND EMPIRE</td>
</tr>
<tr>
<td>27.4M</td>
<td>2.6M</td>
<td>5.6K</td>
</tr>
<tr>
<td>LBS. OF FOOD WERE DISTRIBUTED</td>
<td>INDIVIDUALS WERE SERVED</td>
<td>HOME DELIVERIES WERE CONDUCTED</td>
</tr>
<tr>
<td>1.3K</td>
<td>12.1M</td>
<td>259</td>
</tr>
<tr>
<td>CALFRESH APPLICATIONS WERE SUBMITTED</td>
<td>LBS. WERE RESCUED FROM LANDFILL</td>
<td>COMMUNITY PARTNERS AIDED OUR EFFORTS</td>
</tr>
<tr>
<td>3.1K</td>
<td>21.6K</td>
<td>887K</td>
</tr>
<tr>
<td>UNIQUE VOLUNTEERS DONATED THEIR TIME</td>
<td>VOLUNTEER HOURS WERE SERVED</td>
<td>DOLLARS WERE SAVED BY VOLUNTEERS</td>
</tr>
</tbody>
</table>

## Impact Statements

Just $1 can help provide up to 5 meals to kids, families, and individuals facing hunger in the Inland Empire community.

FARSB works to rescue food from grocery stores, manufacturers, and food producers to ensure access for people who need it.

98% of all donations go directly to food distribution programs serving Riverside and San Bernardino Counties.

Guidestar awarded FARSB the Platinum Seal of Transparency in recognition of FARSB’s contribution to key financial and programmatic information. Based on Guidestar’s findings, FARSB has transparently adhered to good governance and achieved its mission through strong fiscal responsibility.
BRANDING GUIDELINES

Acceptable Names
- Feeding America Riverside | San Bernardino
- Feeding America Riverside and San Bernardino Counties
- Nickname/Acronym: FARSB; pronounced “Farz-bee”
- NOT "FEEDING AMERICA"

Logo Usage Agreements
Prior to logo usage, requests MUST be submitted with a completed logo usage form and turned into FARSB Development team to ensure requests align and will be properly used.

Fonts
Ariel, Arial Bold, Arial Black (for Microsoft and Adobe programs) Open Sans and the Open Sans variations (for Canva programs)

Primary Color Palette
- SPOT: PMS 144 C/U
  CMYK: 0.50.100.0
  RGB: 233.121.0
  HEX: E98300
- SPOT: PMS 371 C/U
  CMYK: 53.14.89.56
  RGB: 83.104.43
  HEX: 53682B

Secondary Color Palette
- SPOT: PMS 550 C/551 U
  CMYK: 40.6.12.5
  RGB: 142.193.205
  HEX: 8EC1CD
- SPOT: PMS 1805 C
  CMYK: 0.90.65.30
  RGB: 177.45.57
  HEX: B12D39
- SPOT: PMS Cool Grey 7 C
  CMYK: 53.27.26.17
  RGB: 150.149.151
  HEX: 969597
- SPOT: PMS 518 C
  CMYK: 50.79.48.42
  RGB: 83.51.71
  HEX: 533347
- SPOT: PMS 7540 C
  CMYK: 70.58.55.37
  RGB: 70.86.79
  HEX: 464C4F

CORRECT

INCORRECT

ALWAYS use the logo that has the "Your Local Food Bank" flag across the top and the "RIVERSIDE | SAN BERNARDINO" at the bottom.
DOWNLOADABLE MEDIA ASSETS

VIDEOS

LOGOS

PHOTOS

DOWNLOAD VIDEOS

DOWNLOAD LOGOS

DOWNLOAD PHOTOS

BOILER PLATE

Feeding America Riverside | San Bernardino (FARSB) is leading the fight against hunger in the Inland Empire by providing food access, emergency relief, education, and advocacy to families in Riverside and San Bernardino Counties. FARSB opened in 1980 as Survive Food Bank in response to the increasing concern about the dual problems of hunger and food waste in the Inland Empire. Today, FARSB is the primary food source for over 250 local nonprofit organizations, distributing over two million pounds of food monthly to emergency food pantries, soup kitchens, high-need elementary schools, senior centers, after-school programs, and more. With the help of these community partners, they make up the largest hunger-relief organization serving Riverside and San Bernardino Counties, ultimately making food security a reality for over 1.2 million people every year. Feeding America Riverside | San Bernardino proudly holds the 2022 Guide Star Platinum Seal of Transparency, the highest level of transparency achievable through Guide Star. For more information, visit www.FeedingIE.org.
SOCIAL MEDIA GUIDELINES

HANDLES
Instagram: @feedingie
Facebook: @feedingamericaie
LinkedIn: @feedingamericaie
Twitter: @feedingie
YouTube: Feeding America Riverside | San Bernardino

MESSAGE
Our social media platforms advocate for those facing food insecurity and highlight the efforts of our mission to fight against hunger in the Inland Empire. Our content is developed with informative posts to inspire and spread awareness of fighting against hunger. Our foodbank encourages all to do the same when posting or sharing FARSB content.

HASHTAGS
#WeFeedTheIE
#HungerFreeIE
#FeedingTheIE
#FeedingIE
SOCIAL MEDIA SAMPLES

feedingamericaine Even though much of the world is on pause, our mission never stops. Consider becoming a monthly donor to help us feed vulnerable children, seniors, and families during the COVID-19 pandemic. $20 a month helps to provide up to 160 meals. To join, click the ♡ in our bio or text MEALS4MANY to 41444!

feedingamericaine It was a pleasure to have @target volunteer with us throughout the month of July. They spent over 150 (individual) hours of their time at the food bank, providing quality control and putting together banana boxes for our community partners to distribute. Are you looking to have a group volunteer with us? Link in bio.
MARKETING/ BRANDING INQUIRIES
Nadiah Mohammed | Marketing Coordinator
nmohammed@feedingamericaie.org
951-359-4757 ext. 110

PRESS INQUIRIES
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951-359-4757 ext. 117

ALL OTHER INQUIRIES
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951-359-4757 ext. 121